
GENERAL INFORMATION

A Desirable City for Successful Businesses

MAJOR CORPORATIONS AND EMPLOYERS:

- ANC Rental Corporation
- AT&T
- AutoNation
- BankAtlantic
- BellSouth
- Citicorp
- Citrix Systems
- Galaxy Latin America
- Hewlett-Packard
- Microsoft (Latin America)
- Motorola
- Morse Operations
- North Broward Hospital District
- Omnipoint
- Renaissance Cruise Lines
- South African Airways
- SportsLine.com
- Sun-Sentinel
- Spherion Corporation
- Templeton Investments

Multi-Modal Transportation Hub

ACCESSIBLE LOCATION ADVANTAGES:

- Downtown Fort Lauderdale is located within three miles of Port Everglades, Fort Lauderdale/Hollywood International Airport, I-95, I-595, Amtrak Railway and Tri-Rail.
- Fort Lauderdale is located less than 60 minutes from Miami and Palm Beach International Airports, and offers incomparable access to national and international markets including Africa, Latin America, the Caribbean, Canada, Europe and the Pacific Rim.

AIR:

- Fort Lauderdale/Hollywood International Airport
 - Fastest-growing airport in U.S. since 1995 (airports serving over 10 million passengers)
 - 14 million passengers each year; 25.4 million anticipated by the year 2015
 - Averages 500 flights daily serving 38,500 passengers
- Fort Lauderdale Executive Airport
 - Eighth busiest general aviation airport in the United States
 - Home to six full-service, fixed base operators (FBOs) providing fuel, maintenance and avionics services to more than 850 aircraft
 - Executive Airport's 200-acre Industrial Airpark offers more than 1.3 million square-feet of prime office, warehouse and manufacturing space.
 - Hub site for the new City of Fort Lauderdale Foreign-Trade Zone #241, encompassing nearly 1,300 acres and providing businesses with economic incentives, duty free and duty deferred benefits
 - A new Downtown Heliport, expected to open in late 2000, will provide corporate executives with convenient access to the City's Central Business District.

LAND:

- Major Roadways: I-95, I-595, I-75 and Florida Turnpike
- Railway System
 - Freight carriers: Florida East Coast (FEC) Railroad and CXS Transportation
 - Passenger carriers: Amtrak and Tri-Rail (local service)

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SEA: PORT EVERGLADES

- A six-time winner of the Grand Prix Mondial du Voyage's prestigious International Tourism Award
- Nation's third busiest passenger port serving more than 2.7 million passengers per year
- 11 modern cruise terminals, two parking garages and more than 48 cruise ships
- Deepest commercial port in the United States south of Norfolk, Virginia
- Home to Florida's first Foreign-Trade Zone which receives and ships approximately \$600,000 worth of imports and exports per year
- One of the nation's top coffee ports, 12th busiest container port and second largest non-refinery petroleum storage and distribution facility
- More than 5,500 ship calls a year including cruise, cargo, petroleum and Navy vessels

Alluring Attractions

BUSINESS ADVANTAGES:

- More than 32,450 new jobs were created in the Fort Lauderdale Metropolitan Statistical Area (MSA) in 1999. The area leads the state in job growth -- over four percent in 1999.
- Pro-business government, excellent quality of life and a diverse, well-educated labor pool
- Favorable tax structure -- no state or local personal income tax, no county or city sales tax, no state ad valorem, franchise or inventory tax, no gift tax
- An array of available business assistance and incentive programs for expansion, relocation and retention
- Advanced communications featuring 700 miles of fiber optic cables and state-of-the-art switching equipment for instantaneous global communications
- Downtown Fort Lauderdale is home to city and county government centers, federal and county courthouses, banks, a state regional complex and legal and professional offices.

AREA PROFILE:

- Average annual temperature of 77 degrees
- More than 3,000 hours of annual sunshine
- Designated "Yachting Capital of the World" due to City's myriad of navigable waterways
- The Marine Industry ranks as the area's second largest industry behind tourism with an estimated economic impact of \$5.3 billion.
- Seventh most populous City in Florida
- Median Age: 37.1
- Local transportation by water taxi, trolley, bus, taxicab, and Tri-Rail

DOWNTOWN ATTRACTIONS:

- Museum of Discovery and Science
 - The only interactive science museum in Florida
 - 85,000 square-feet of exhibit space
 - Five-story Blockbuster IMAX Theater -- the only one of its kind in Florida
 - \$30.6 million facility
- Broward Center for the Performing Arts
 - Two acoustically perfect theaters
 - \$55 million project

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- Museum of Art
 - Permanent home of a \$6 million collection including CoBrA, Pre-Columbian and West African art, as well as 20th Century paintings
- Riverwalk
 - A 1.5-mile linear park along downtown's New River with brick walkways, lush tropical greenery and pedestrian amenities
 - Attracts more than 1.5 million visitors each year
 - Home to guided waterway tour boats and water taxis

SPORTS:

- Florida Marlins Baseball Club (MLB)
- Florida Panthers Hockey Club (NHL)
- Miami Dolphins, Ltd. (NFL)
- Miami Heat (NBA)
- Miami Sol (WNBA)
- South Florida Soccer, LLC (Miami Fusion – MLS)
- NFL Alumni
- International Swimming Hall of Fame Aquatic Complex
- Whitbread Round the World Yacht Race - 1990, 1994 and 1998 North American stopover
- Spring training home of Major League Baseball's Baltimore Orioles

TOURISM:

- Greater Fort Lauderdale's leading industry
- Hosted 6.74 million tourists in 1999 who spent more than \$3.85 billion
- Hotel occupancy rate averaged 69.7% in 1999
- Attracted 1.57 million international visitors, 447,260 Canadian visitors and 366,712 Latin American visitors

Higher Education

- Art Institute of Fort Lauderdale
- Atlantic, McFatter and Sheridan Technical Centers
- Broward Community College
- City College of Fort Lauderdale
- Florida Atlantic University
- Florida International University
- Keiser College
- Nova Southeastern University
- University of Phoenix

Professional Health Care

PUBLIC HOSPITALS:

- Broward General Medical Center
- Imperial Point Medical Center

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PRIVATE HOSPITALS:

- Cleveland Clinic Florida and Cleveland Clinic Florida Hospital
- Holy Cross Hospital
- North Ridge Medical Center
- Vencor Hospital Fort Lauderdale

Labor and Industry

FORT LAUDERDALE METROPOLITAN STATISTICAL AREA:

- Labor Force (August 2000) 796,407
- Employed (August 2000) 765,512
- Unemployed (August 2000) 30,895
- Unemployment Rate (August 2000) 3.9%

Greater Fort Lauderdale's Major Industries (MSA)

<u>Industry</u>	<u>Number of Firms</u>
Services	20,020
Retail Trade	8,534
Wholesale Trade	4,678
Finance, Insurance, Real Estate	4,448
Construction	3,902
Manufacturing	1,770
Transportation, Communications, Public Utilities	1,727
Agriculture, Forestry, Fishing	994
Government (Federal, State, Local)	219
Other	2,679